

## Goal: ECONOMIC VITALITY

### Desired Community Condition(s)

The economy is diverse and broad-based.

### Program Strategy: INTERNATIONAL TRADE

39512

Support international trade efforts and retention of local businesses.

Department: CHIEF ADMINISTRATIVE OFFICER

### Service Activities

International Trade

### Strategy Purpose and Description

To increase international business and trade opportunities for Albuquerque companies. This includes, but is not limited to, the export of goods and services, assisting companies to become export-ready, marketing Albuquerque's technology and R&D base to attract international business, and facilitating international technology research and development collaborations and partnerships. This is achieved by working in partnership with local and state trade partners to sponsor trade missions, host foreign business delegations, assist in market research for companies, distribute trade leads, developing numerous contacts abroad, and present various business seminars on opportunities in specific countries.

Due to the tragic events of 9-11, perception of a world-wide recession, and concerns of terrorist activity, local companies have been more ambivalent about expanding business abroad. For these reasons, and due to budgetary considerations, international trade and business missions were postponed to a later date. □ □

### Changes and Key Initiatives

Expand international trade programs. Add additional staff, increase trade contacts, trade missions, seminars. Continue to partner with Sandia Labs and others in the technology community for fourth annual AIRDS conference.

### Input Measure (\$000's)

2001	110	110 GENERAL FUND	15
2002	110	110 GENERAL FUND	15
2003	110	110 GENERAL FUND	22
2004	110	110 GENERAL FUND	84
2005	110	110 GENERAL FUND	227
2006	110	110 GENERAL FUND	248

Strategy Outcome	Measure	Year	Project	Mid Year	Actual	Notes
Increase: 1) Exports of goods and services; 2) Awareness of international trade as a vehicle for market growth; 3) Marketing of Albuquerque companies abroad; and 4) Recognition of Albuquerque as an international business destination	1. Conduct Trade and International Business Missions (max of 10 companies in emerging technology sectors: Information Technology, Environment, Energy, Biomed/Biotech	2001			see notes	Accomplished: new Mexico Border Opportunities Tour-March 2001 (10 companies, 35 participants- multi sectorial)
		2002	NA			

	1. Trade programming & business briefings.	2003	NA			
Increase: 1) Export of goods and services. 2) Trade lead development and referral. 3) Promotion of Albuquerque companies abroad. 4) Awareness of international trade as a vehicle for market growth.	1. Develop international business contacts. 2. Host reverse trade missions and conduct trade missions abroad. 3. Provide trade consultations for new-to-export, ready-to-export, and exporting companies. 4. Trade lead referrals	2004	NA			
	1. Develop international business contacts. 2. Host reverse trade missions and conduct trade missions abroad. 3. Provide trade consulting for new-to-export, ready-to-export, and exporting companies. 4. Trade lead referrals	2005	NA		NA	
	1. Develop international business contacts. 2. Host reverse trade missions and conduct trade missions abroad. 3. Provide trade programming for new-to-export, ready-to-export, and exporting companies. 4. Trade lead referrals	2006	See Notes			FY06 Projections: 1./25; 2./7; 3./50; 4./25

Strategy Outcome	Measure	Year	Project	Mid Year	Actual	Notes
Promote Albuquerque as an international business destination.	Attracting business delegations and foreign direct investment (FDI) opportunities from abroad.	2004	NA			The Annual Iberoamerican Research and Development Summit (AIRDS) is marketed to all Iberoamerican countries to promote Albuquerque as a technology area and to create an positive business image. AIRDS provides an opportunity to attract foreign technology companies to Albuquerque.
		2005	NA		19	



**Goal:** **ECONOMIC VITALITY**  
**Parent Program Strategy:** **INTERNATIONAL TRADE**  
**Department:** **CHIEF ADMINISTRATIVE OFFICER**

**Service Activity:** International Trade

**3965000**

### ***Service Activity Purpose and Description***

The purpose is to be the metro-area catalyst for increased bilateral trade development and job growth by consulting and assisting Albuquerque companies in the export of their services and products and positioning Albuquerque as a world-class source for value-added imports and distribution in the NAFTA region. By promoting Albuquerque's technology, industrial and commercial sectors, as well as its regional proximity to Mexico's Maquiladora sector, the International Trade focus will also include attracting foreign direct investment from Europe, Asia and North America. Integrating key infrastructure and services with Chihuahua City will be key for trade and regional attraction of foreign direct investment. To this end, the International Trade program will also work on the initiative to establish direct flights from Albuquerque to Chihuahua City by collaborating with the City of Chihuahua, the State of Chihuahua and the State of New Mexico. The International Trade program will also lead outreach and education programs to the Albuquerque business community, as well as to foreign industry in Mexico, Spain, Germany and the United Kingdom as target countries and regions. The primary commercial objective of the International Trade program will be to lead Albuquerque businesses to develop business with foreign industry.

### ***Changes and Key Initiatives***

Focus on the export of technical and non-technical services.

Fourth Annual Iberoamerican Research and Development Summit (AIRDS), May 2004. This event is presented in partnership with Sandia National Laboratories and MAPA Incorporated. The purpose is to promote Albuquerque as a "Gateway in the United States" for foreign technology companies and to facilitate international business and partnerships. Between 200-250 delegates from Iberoamerican countries are expected to participate.

Initiative to build a fly market with Mexico in order to sustain direct international flights.

### ***Input Measure (\$000's)***

2002	110	110 GENERAL FUND	15
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### ***Strategic Accomplishments***

FY/04 accomplishments (projected):

1. Fourth Annual Iberoamerican Research and Development Summit (AIRDS), biomedical/biotechnical, May 2004.
2. Service Export Seminars III (technical exports continued) & IV (traditional professions).
3. Various international business briefings and trade workerbee lunches on topical issues including multi-lateral development banks, Global Technology Network, etc.
4. Country specific briefings on Canada, India, and Germany.
5. Host several international business representatives and delegations. Schedule company meetings and interactions based on mutual business interests.
6. With trade partners, present the second annual Chihuahua-Albuquerque BiNational Trade Conference.
7. Follow-up work on business opportunities generated by AIRDS 2003.
8. Increase trade lead development via strategic alliances with development banks, NGO's, etc.
9. Trade mission to Cd. Chihuahua, and depending on budgetary considerations, a mission to Europe or Asia.

FY/05 accomplishments:

1. Continued work on developing direct flights between Albuquerque and Mexico.
2. Established bilateral communications between Albuquerque and Chihuahua City for trade, tourism, technology and economic development.
3. Developed program structure, strategies and staff for International Trade Division.
4. Initiated bilateral trade strategies and foreign investment promotions with central Mexico and Europe.

<b><i>Output Measures</i></b>	<b><i>Year</i></b>	<b><i>Projected</i></b>	<b><i>Mid-Year</i></b>	<b><i>Actual</i></b>	<b><i>Notes</i></b>
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Host Reverse Trade & Business Missions (Hosting Foreign Business Delegations & matching business interests with local companies)	2001			7	
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Host Reverse Trade & Business Missions (Hosting Foreign Business Delegations & matching business interests with local companies)	2002	7			
	2003	7			
	2004	7			
	2005	7		3	
	2006	7			

<b>Output Measures</b>	<b>Year</b>	<b>Projected</b>	<b>Mid-Year</b>	<b>Actual</b>	<b>Notes</b>
Meet with foreign dignitaries and business representatives to Explore Business Opportunities	2001			40	
Meet with foreign dignitaries and business representatives to Explore Business Opportunities	2002	40			
Meet with foreign dignitaries and business representatives to Explore Business Opportunities	2003	45			
	2004	55			
	2005	55		45	
	2006	75			

<b>Output Measures</b>	<b>Year</b>	<b>Projected</b>	<b>Mid-Year</b>	<b>Actual</b>	<b>Notes</b>
Number of Trade Lead Referrals, Assistance in Brokering International Business Initiatives, and International Business Assistance Inquiries.	2001			10	
Number of Trade Lead Referrals, Assistance in Brokering International Business Initiatives, and International Business Assistance Inquiries.	2002	10			
Number of Trade Lead Referrals, Assistance in Brokering International Business Initiatives, and International Business Assistance Inquiries.	2003	12			
	2004	12 - 20 / month			
	2005	12 - 20 / month		29	
	2006	50			

<b>Output Measures</b>	<b>Year</b>	<b>Projected</b>	<b>Mid-Year</b>	<b>Actual</b>	<b>Notes</b>
Present Export-Ready Business Seminars highlighting different countries and export assistance programs.	2001			5 to 6	

Present Export-Ready Business Seminars highlighting different countries and export assistance programs.	2002	3 to 4	
	2003	5 to 6	
Present Export-Ready Business Seminars highlighting different countries and export assistance programs.	2004	8 to 10	
	2005	8 to 10	3
	2006	5	